

## Product Overview

### What is AWBid?

- Google Display Ads (GDA) buying inventory on third-party ad exchanges (non-AdX). Awbid also bids on the other S2S channel: yavin a.ka. demand product.
- Originally launched for remarketing ads, expanded to topic, in-market, affinity, icm vertical, and CIA/CIM targeting types in late 2018 & early 2019.
- There is no advertiser control.

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- Why it was launched originally for remarketing only?
- Remarketing is where Adwords faces the most competitive pressure and most benefit from additional reach. Majority of remarketing advertisers are not budget constrained and want more conversion volume.
- Greatly reduces concerns about impact to publisher business.
- Simplifying targeting helps meet tight exchange response deadlines
- Back in 2014, 2015 - GDA remarketing was facing stiff competition from industry; We also lost a few head to head tests with GDA competitors. One of the reasons was not having access to diverse inventory. Awbid's primary goal since its start has been to increase the inventory access to GDA remarketing & dynamic remarketing customers. That continues to be the mission of the team & product. In 2017/2018, we have also started focussing on growing net revenue (margin optimization, expansion to rest of the GDA ad demand)



## Terminology, Acronyms, Synonyms

- Buyer/buyside/demand usually represents advertiser. Seller/sellside/publisher/pub/inventory usually represents a website or app where they have allocated some space for ads. (So, a transaction is that buyer is buying a space from seller to show the ad).
- **GDA:** Google Display Ads (display part of Google Ads which was previously known as [Adwords](#))
- **Third party ad-exchange:** Any ad-exchange that is not part of the Google Network (AdSense, AdMob, and Ad Exchange). Synonyms: 3p exchange, 3PE, cross-exchange, external exchange
- **DV360:** DV360 stands for Display & Video 360, formerly known as DBM / DoubleClick Bid Manager. It can be viewed as sister product for GDA. DV360 allows advertisers to buy inventory from Google partner inventory, and third-party exchanges. Synonyms: DV3, DBM, XBid, Skyray, etc.
- **Yavin:** Invite-only product for publishers which enables buyer (GDA, DV360) to directly integrate with pubs using S2S connection (openrtb interface). Its also known as 'Google Ad Connector'.

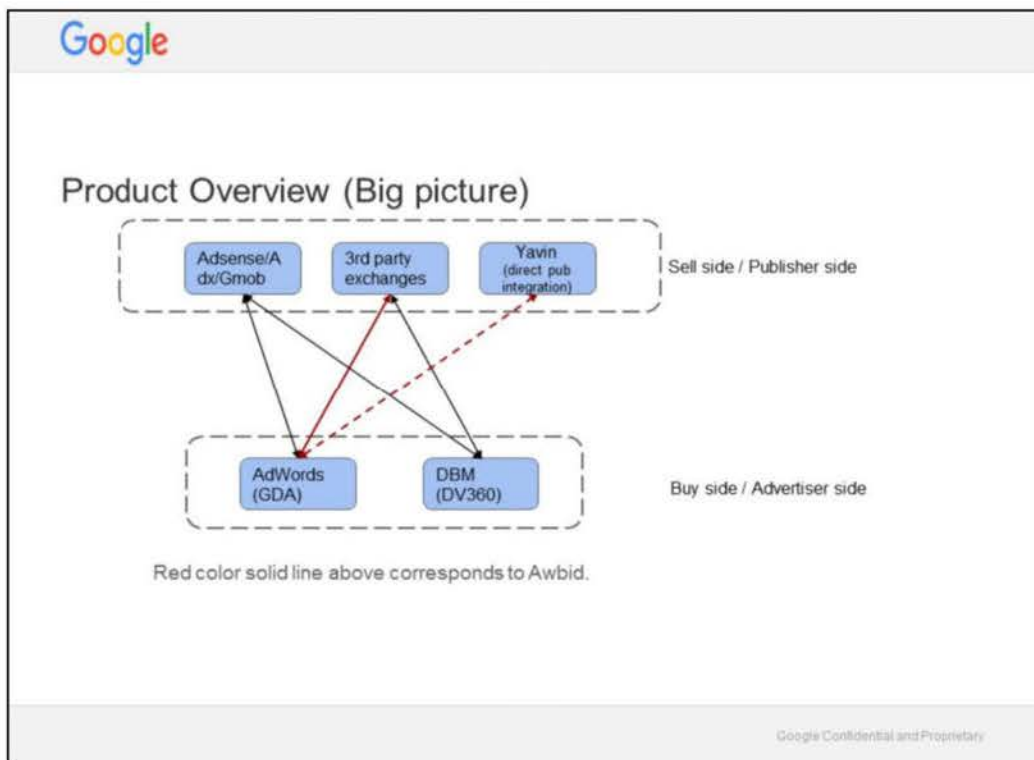
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## Mission Statement

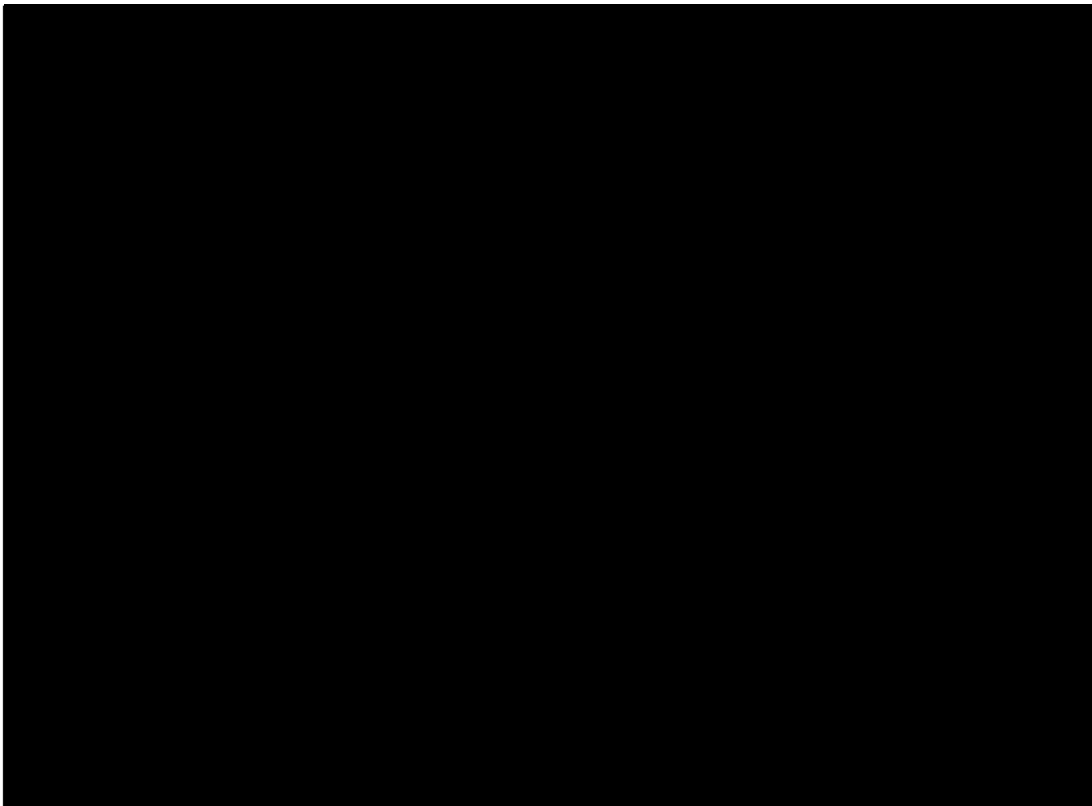
*"Increase the access of GDA advertisers, specifically remarketing, dynamic remarketing advertisers; Grow google profit (net revenue) via expansions (demand) & margin optimizations"*


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[REDACTED]

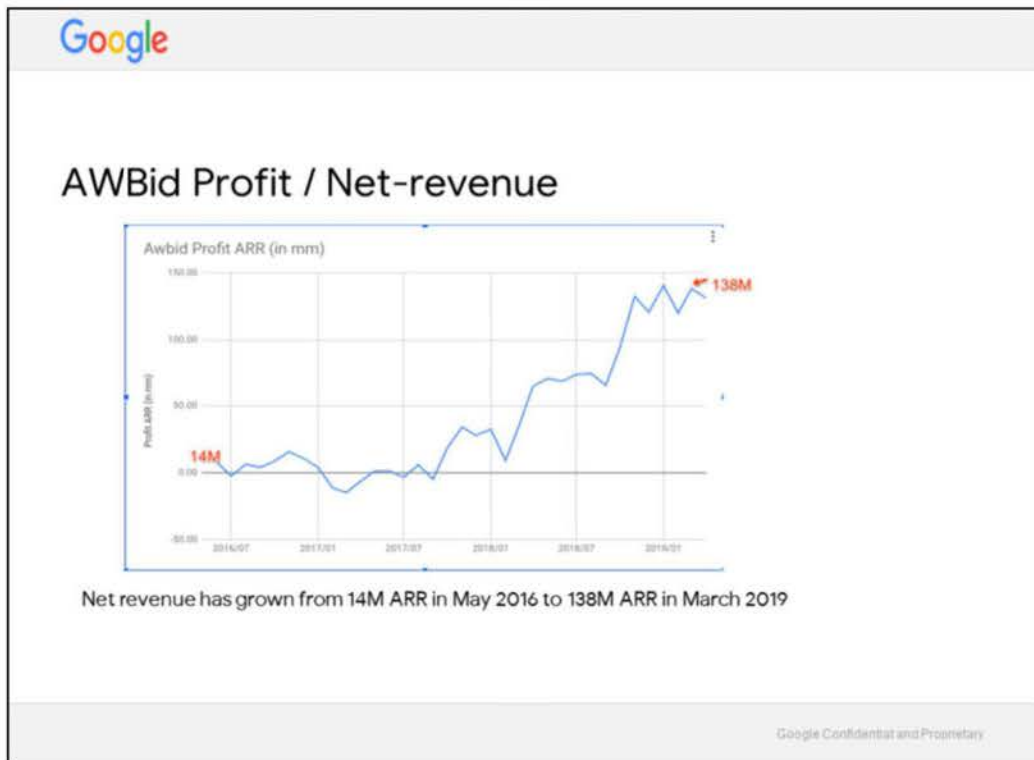
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<h3>Key Metrics</h3> <ul style="list-style-type: none"> <li>• Awbid ARR is ~420M (profit / net revenue 138M)</li> <li>• 10.6% of GDA remarketing revenue is from Awbid.</li> <li>• 16.4% of GDA dynamic remarketing revenue is from Awbid.</li> <li>• Reverse experiment Stats (2019-07-01 to 2019-07-07)</li> </ul>															
	<table> <tr> <th></th><th>Revenue</th></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL</td><td>671,829</td></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL</td><td>611,158 -9.03% [-9.54, -8.42] %</td></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA</td><td>211,451</td></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA</td><td>183,417 -13.26% [-14.96, -12.46] %</td></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * TOTAL</td><td>71,419</td></tr> <tr> <td>DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * GPA</td><td>34,675</td></tr> </table>		Revenue	DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL	671,829	DisableAwbidExperiment:DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * TOTAL	611,158 -9.03% [-9.54, -8.42] %	DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA	211,451	DisableAwbidExperiment:DisableAwbid_Experiment 112381002 Adwords_Buyer * TOTAL * Iba Boom Impression * GPA	183,417 -13.26% [-14.96, -12.46] %	DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * TOTAL	71,419	DisableAwbidExperiment:DisableAwbid_Control 112381001 Adwords_Buyer * Exchange * Iba Boom Impression * GPA	34,675
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Reference: <https://screenshot.googleplex.com/4gMjb7Mt6EK>





Net revenue has grown from 14M ARR in May 2016 to 138M ARR in March 2019

### Some stats

- QPS: 3M qps
- 550-600kqps bids submitted to exchanges
- >50 Exchanges launched, including Appnexus, Rubicon, OpenX, Index and Pubmatic (RightMedia is just about to sign contract)
- Win rate: 3%
- Latency: 111ms 95% @ BOW for matched queries
- 9%-10% remarketing impact from reverse

100ms for 95%le @ bow for all exchange matched queries, 109ms for awbid matched queries. Most of the awbid eligible queries are also eligible for dbm, and hence they consume more latency. Reference:

[https://rasta.corp.google.com/#!/metrics?label=\\_\\_:GgmzdmryRnvGSiGhfN2QdQ4zsuM](https://rasta.corp.google.com/#!/metrics?label=__:GgmzdmryRnvGSiGhfN2QdQ4zsuM)

## Awbid challenges

- Latency: around 100ms deadline
- Spam: it's a wild world out there
- Cookie matching: >30% queries lost due absence of matched biscotti
- Safari ITP, GDPR etc. are much harder to solve in 3p ecosystem.
- Brand safety / domain misrepresentation
- Exchange policies on data use: no cross-exchange profile building, exchange coop still in progress
- Privacy: due to stale cookie match, actual user cookie could be opt out
- Weird auctions: soft/dynamic floors (less auction discount)
- Exchange bills discrepancy aka view loss

### Awbid challenges (contd.)

- Exchange publisher blocks, format requirements, click pricing problems, creative review/registration, and more...
- Publisher Quality: old enforcement system too aggressive without direct pub relationship (addressed to large extent with PQ2.0 launched in late 2016)

## Appendix

## Criteo Compete Analysis

[go/xExCompete](#) ( Q1 2016)

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*Circles data extracted from their site which says it's last updated on 12/11/2015, analysis may be missing partners. Circles introduced in Jan/Feb 2016				
Exchange/Platform (Circles Partners)	Status on AMBA Partners	Primary Market	AMBA Comments	
Adform				
Admix	On the roadmap	China	Via BitSwitch	
AdMob	On the roadmap	Sweden	Via BitSwitch; parent WiseOwl	
Adriver	On the roadmap	Russia	Via BitSwitch	
AdScale	2015 Q2 Launch	Germany	Can do Via BitSwitch and going direct	
AdSense	On the roadmap	Indonesia	Via BitSwitch	
AdUp				
Amobee				
AOL, Adcash	On the roadmap	US	Via BitSwitch or direct	
Appnexus	On the roadmap	US	In negotiations, about to close soon	
Baidu	On the roadmap	China	In negotiations, about to close the second deal in March	
Between Digital	On the roadmap	Russia	Via BitSwitch	
Index Exchange	2015 Q2 Launch	US	aka Casale Media	
Criteo	On the roadmap	US	Via BitSwitch	
Cox	On the roadmap	US	Via BitSwitch	
Facebook	On the roadmap			
Fab Technology	On the roadmap	Germany	Via BitSwitch	
Fluor				
Geniee	On the roadmap	Japan	Via BitSwitch	
Google	2015 Q2 Launch			
Billboard	On the roadmap	Turkey	Via BitSwitch	
Impresso	On the roadmap	EU	assumption, Impresso/Impresso Digital	
Interactive	On the roadmap	US	Via BitSwitch	
MAIS	On the roadmap	NL	Via BitSwitch	
Microsoft	2015 Q2 Launch			
Monetize			Isn't this now Appnexus or AOL, no MAX	
Mobix	On the roadmap	Austria	Via BitSwitch	
Morpheus				
NetPub	On the roadmap	US	Parent: Twitter	
NetSign	On the roadmap	Poland	Via BitSwitch	
Revue	On the roadmap	US	Via BitSwitch	
OpenX	2015 Q2 Launch			

## Rasta Tips

Awbid slice: Adwords buyer x content type = Exchange

<https://screenshot.googleplex.com/PKROFJdNF03>

Matched query latency: (buyer = None + remaining) x external exchange eligibility type x backend latency metrics (not performance metrics)

<https://screenshot.googleplex.com/XERJrjb3QsZ>

Don't use exchange eligibility slice for quality stats, unless you really know what's going on! :)

## Awbid References

[go/awbid](#) team site, awbid-eng@ mailing list

go/awbid-console - production console

go/awbid-dremel for information on logs, sample queries

go/awbid-debug, go/awbid-bow-debug - to replay a debug request